

## Application Data Sheet

### **Application Information**

Application Type:: Regular  
Subject Matter:: Utility  
Title:: SYSTEMS AND METHODS FOR OPERATING  
LOYALTY PROGRAMS  
Attorney Docket Number:: 020375-003300US  
Request for Early Publication:: No  
Request for Non-Publication:: No  
Total Drawing Sheets:: 10  
Small Entity?:: No  
Petition included?:: No  
Secrecy Order in Parent Appl.:: No

### **Applicant Information**

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: Colleen  
Family Name:: George  
City of Residence:: Centennial  
State or Province of Residence:: CO  
Country of Residence:: US  
Street of Mailing Address:: 3348 E. Geddes Dr.  
City of Mailing Address:: Centennial  
State or Province of mailing address:: CO  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 80122

4693999999999999  
Applicant Authority Type:: Inventor  
Primary Citizenship Country:: US  
Status:: Full Capacity  
Given Name:: John  
Family Name:: Cawthorne  
City of Residence:: Doylestown  
State or Province of Residence:: PA  
Country of Residence:: US  
Street of Mailing Address:: 149 Tower Hill Road  
City of Mailing Address:: Doylestown  
State or Province of mailing address:: PA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 18901

### **Correspondence Information**

Correspondence Customer Number:: 20350

### **Representative Information**

Representative Customer Number:: 20350

### **Assignee Information**

Assignee Name:: First Data Corporation  
Street of mailing address:: 6200 South Quebec Street  
City of mailing address:: Greenwood Village  
State or Province of mailing address:: CO  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 80111